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April 1934

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The East Entrance to the Nursery

WELCOME TO OUR NURSERY

Our nursery at Stroudsburg lies in the shadow of the hills just at the edge of the town. There are plenty of signs showing the way, and nothing gives us more pleasure than to have visitors. Whether or not you exclaim as do others, at the beauty of the woodsy roads winding between colorful banks where grow thousands of Rhododendrons, Azaleas and Laurel—your visit will yield a rare hour of enjoyment in the heart of native mountain beauty. On the side of a hill with a stream winding at the base in the midst of a natural forest, we are growing Rhododendrons by the carload. If you come in the middle or late spring you will see a sight which draws tens of thousands of persons every season. Perhaps nowhere else in America is there such a profusion of blooms of broad-leaved evergreens as here in our nursery in the Poconos.

By the time you arrive at the west entrance display grounds, you already will have driven through a mile of one of the most interesting nurseries in America. In addition to the 150 acres at Stroudsburg, we have 850 acres in our branch nurseries at White Sulphur Springs, West Virginia and Jonas Ridge, North Carolina. If you could see all our grounds you would realize that our slogan—"A Million Plants for Your Selection"—is no idle boast.

Nursery-grown Rhododendrons, such as ours at Stroudsburg, have been grown properly. The sturdiness of the stalks and the multitude of fibrous roots which tell of rugged health, combine to give all our customers a quality of plants which cannot be excelled. We do not aim to produce material for those who buy at the lowest possible price. We do aim, however, most sincerely to give honest value for every dollar you invest with us, because we feel that only the very best plants are worth placing on the grounds and estates of our patrons. Only by giving this kind of service continuously for twenty-nine years have we been able to develop our present large volume of business.

In an endeavor to help you decide which varieties and sizes of shrubs are most suitable for your need, the following pages have been prepared. In the back of the book are ample instructions for planting and care of Rhododendrons.

Every customer may feel free to consult us as often as desired at any time, concerning culture, of Rhododendrons and similar plants.

If this is the first contact you have had with us, we hope you will find in this catalog an underlying note of sincerity and truth which will impel you to use the handy order blank enclosed, and thus join our growing army of patrons.

LA BARS' RHODODENDRON NURSERY



View of the Mirror Pool and Garden Pavilion in our west entrance display grounds.

NATIVE RHODODENDRONS

Rhododendrons have always played a conspicuous part in the gardens of the old estates both in this country and Europe. During recent years the use of native Rhododendrons in small plantings has steadily increased, due to the introduction of nursery-grown plants and more widespread knowledge of their simple requirements.

Probably no other plants adapt themselves to as many uses as the native Rhododendrons. While we generally think of them as being used mainly in naturalistic plantings, they serve equally well in formal gardens. They give us not only the beauty of their evergreen foliage but during the spring there is a delightful bloom period which can easily be prolonged by using a combination of the several varieties.

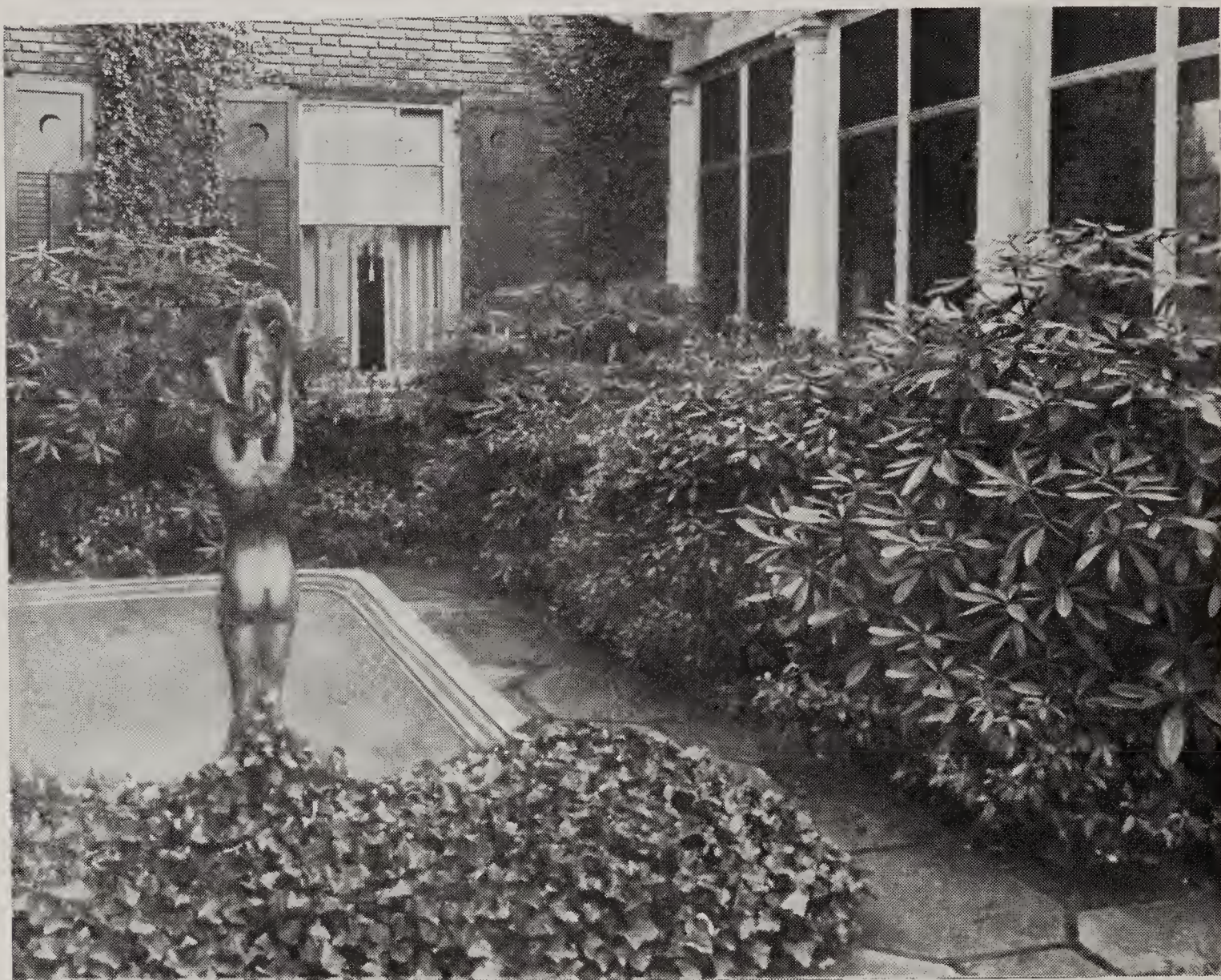
Rosebay Rhododendron (*R. maximum*) is without a doubt the finest of the shade loving plants, and while it may not bloom so profusely when planted in dense shade, particularly the smaller sizes, the beauty of the luxuriant, glossy, dark green leaf will compensate in a great measure for the lack of flowers.

The five varieties of native Rhododendrons adaptable and hardy to the eastern United States are listed on the following pages. *R. maximum* and *R. catawbiense* are known as the large leaf varieties and generally the three remaining—*R. carolinianum*, *R. carolinianum album* and *R. minus*—are termed the small leaf varieties.

Rhododendrons require less care than any other plants, and from an investment standpoint will grow rapidly in value.



Part of a one mile drive extending from the east to west entrances of our nursery. *R. maximum* are happy in such environment.



Nursery Grown *Rhododendron maximum* in a Cleveland garden. Photograph courtesy Koellisch Cornell & Heasley, L. A., Cleveland, Ohio.

ROSEBAY RHODODENDRON—*R. maximum*

This is the best known and most widely distributed of the native Rhododendrons. The large, luxuriant, deep green leaves make it the best, by far, for mass effects. Large trusses of flowers, borne in late June and early July, range in color from a creamy-white to an apple-blossom pink. It should be planted in partial shade and prefers a location not exposed to strong winter winds.

Bushy, well shaped nursery-grown clumps:

	Each	10	100
12 to 15 inches high	\$2.75	\$24.75	\$222.75
15 to 18 inches high	3.00	27.00	243.00
18 to 24 inches high	3.50	31.50	283.50
2 to 2½ feet high	4.00	36.00	324.00
2½ to 3 feet high	4.50	40.50	364.50

See page 21 for prices of larger sizes. Packing additional at cost.

CATAWBA RHODODENDRON—*R. catawbiense*

If you want blooms on Memorial Day use this variety. It is the most showy of the native Rhododendrons, the flowers being orchid, orchid-pink, rosy-orchid and rose-garnet. The leaves are slightly smaller and more rounded than *R. maximum*. The plants are exceptionally hardy, thrive in sun or shade, but do not flower so abundantly in dense shade.

Bushy, compact, nursery-grown clumps:

	Each	10	100
12 to 15 inches high	\$3.00	\$27.00	\$243.00
15 to 18 inches high	3.50	31.50	283.50
18 to 24 inches high	4.00	36.00	324.00
2 to 2½ feet high	5.25	47.25	425.25

See page 21 for prices of larger sizes. Packing additional at cost.



R. catawbiense. A colored photograph is shown on page 14.

CAROLINA RHODODENDRON—*R. carolinianum*

This variety flowers in early May and because of its profuse bloom many consider it the most beautiful of the native Rhododendrons. The individual flowers are smaller than the two preceding varieties but are borne in greater numbers. Flower clusters are two to four inches across and vary from a light blush-pink to a deep rose-pink. The small, rich green leaves, rusty underneath, turn bronze-green in the fall. The plants are prolific bloomers and become somewhat dwarf in habit when planted in full sunlight.

Strong, fibrous-rooted, nursery-grown clumps:			
	Each	10	100
12 to 15 inches high	\$3.00	\$27.00	\$243.00
15 to 18 inches high	3.50	31.50	283.50
18 to 24 inches high	4.00	36.00	324.00
2 to 2½ feet high	5.00	45.00	405.00

See page 21 for prices of larger sizes. Packing additional at cost.



A Well Budded 18 to 24 Inch *R. carolinianum*

WHITE CAROLINA RHODODENDRON

(*R. carolinianum album*)

The flowers are borne in great masses a few days prior to the blooming of *R. carolinianum* and vary in color from a blush-pink to a creamy-white. Leaves are slightly smaller and more pointed than *R. carolinianum*. It is a profuse bloomer and grows well in full sunlight.



Nursery-grown clumps:

	Each	10	100		Each	10	100
12 to 15 in. ..	\$3.00	\$27.00	\$243.00	18 to 24 in. ..	\$3.75	\$33.75	\$303.75
15 to 18 in. ..	3.25	29.25	263.25	2 to 2½ ft. ..	4.50	40.50	364.50



PIEDMONT RHODODENDRON

(*R. minus*)

This is a rapid grower not forming such compact clumps as the others, but is very attractive. Many dark rose to deep pink flowers are produced in early July. Foliage is similar to *R. carolinianum* but slightly larger. The stems of the new wood are maroon-red, an attractive feature, and will stand shearing. Note root system.

Nursery-grown clumps:

	Each	10	100		Each	10	100
12 to 15 in. ..	\$3.00	\$27.00	\$243.00	18 to 24 in. ..	\$4.00	\$36.00	\$324.00
15 to 18 in. ..	3.50	31.50	283.50	2 to 2½ ft. ..	5.00	45.00	405.00

See page 21 for prices of larger sizes. Packing additional at cost.

MOUNTAIN LAUREL—*Kalmia latifolia*

Named after the Swedish botanist, Peter Kalm, who while traveling in America, decided it was his preference of our native plants. The white or light-pink cup shaped flowers are borne in late May. Glossy, dark green leaves.

Nursery-grown clumps:

	Each	10	100
12 to 15 inches high	\$2.25	\$20.25	\$182.25
15 to 18 inches high	2.50	22.50	202.50
18 to 24 inches high	3.25	29.25	263.25
2 to 2½ feet high	4.00	36.00	324.00

LAMBKILL—*Kalmia angustifolia*

Similar to the above, but growing only one and one-half to two feet high, with small light green foliage but very deep rose flowers in late May.

	Each	10	100
12 to 15 inches high	\$1.75	\$15.75	\$141.75
15 to 18 inches high	2.25	20.25	182.25
18 to 24 inches high	2.50	22.50	202.50

See page 21 for prices of larger sizes. Packing additional at cost.



A Fair Example of Our Nursery-Grown *Kalmia Latifolia*

NATIVE AZALEAS

Use the native Azaleas to add color to your planting. The flowers will give you a wide range of color during the spring and in the fall the brilliant foliage will add varied hues to your garden.

We list seven varieties of the native Azaleas on the following pages, all of which are deciduous. Azaleas welcome the sun as it brings out their bloom.

SWEET AZALEA—*Azalea arborescens*

Arborescens means "tree" and is well applied as this variety under favorable conditions attains a height of six to ten feet. It is also known as the sweet Azalea because of the delicate fragrance of its blossoms. White flowers appear in June and July and the length of its bloom period makes it very desirable. The foliage, which turns in the fall to shades of yellow, orange and deep bronze, remains until the late frosts. Our nursery-grown clumps are shapely, well foliated plants.

	Each	10	100
12 to 15 inches high	\$2.25	\$20.25	\$182.25
15 to 18 inches high	2.75	24.75	222.75
18 to 24 inches high	3.25	29.25	263.25
2 to 2½ feet high	4.00	36.00	324.00

RHODORA CANADENSE—*Azalea canadensis*

This plant was named from the Greek word, Rhodon, meaning a rose. It is the first native Azalea to bloom, the flowers opening in late April. As the blossoms are smaller than those of the other native Azaleas, the best effects are obtained when planted in mass.

Nursery-grown clumps:

	Each	10	100
12 to 15 inches high	\$1.75	\$15.75	\$141.75
15 to 18 inches high	2.00	18.00	162.00
18 to 24 inches high	2.25	20.25	182.25

See page 21 for prices of larger sizes. Packing additional at cost.

FLAME AZALEA—*Azalea calendulacea*

Here we have the most colorful of the native Azaleas. (See color plate page 14). Be sure to plant this variety if you enjoy flashing colors in your garden. The flowers, which bloom in late May, range in hue from a brilliant orange, lemon-yellow, flame-red to a brick-red. Under cultivation the blooms are larger than in the native habitat. The fall foliage is unusually beautiful.

Strong, shapely, nursery-grown clumps:

	Each	10	100
12 to 15 inches high	\$2.25	\$20.25	\$182.25
15 to 18 inches high	2.75	24.75	222.75
18 to 24 inches high	3.25	29.25	263.25
2 to 2½ feet high	4.00	36.00	324.00

PINKSHELL AZALEA—*Azalea vaseyi*

This rarest of native Azaleas is much desired because of the delicate shading of its bloom. Shell-pink flowers appear in May before the leaves are out. Very vivid summer and fall foliage shows deep tones of vinous red and crimson. It is very graceful in habit of growth although not so heavy in structure as the other varieties.

Nursery grown clumps:

	Each	10	100
12 to 15 inches high	\$2.75	\$24.75	\$222.75
15 to 18 inches high	3.25	29.25	263.25
18 to 24 inches high	3.75	33.75	303.75

See page 21 for prices of larger sizes. Packing additional at cost.



Thousands of Rhododendrons are planted along this driveway in our nursery

DOWNY PINXTER
BLOOM

Azalea rosea

This is considered the most beautiful of the rose colored or pink flowering Azaleas. Flowers appear in late May as the leaves begin to unfold and are unusually fragrant. The plants are formal and symmetrical. The fall foliage assumes beautiful shades of red to yellow. It is one of the best native Azaleas under cultivation.



Azalea rosea, 2 to 2½ feet; weight 40 pounds. A fair example of the specimen-quality Azalea.

PINXTER BLOOM—*Azalea nudiflora*

It is only in recent years that *Azalea rosea* and this have been sold as separate varieties. Many call it Mountain Honeysuckle. The flowers appear a few days prior to *Azalea rosea* and are not as fragrant. Range in color from a very light pink to a purplish-rose.

SWAMP AZALEA—*Azalea viscosa*

You will find this the latest Azalea to bloom. Very fragrant flowers, shading in color from a white to a light-pink, appear in early June and July. The shiny, blue-green foliage retains its beauty through the summer months and in the fall turns the most attractive shades of bronzy-red and orange.

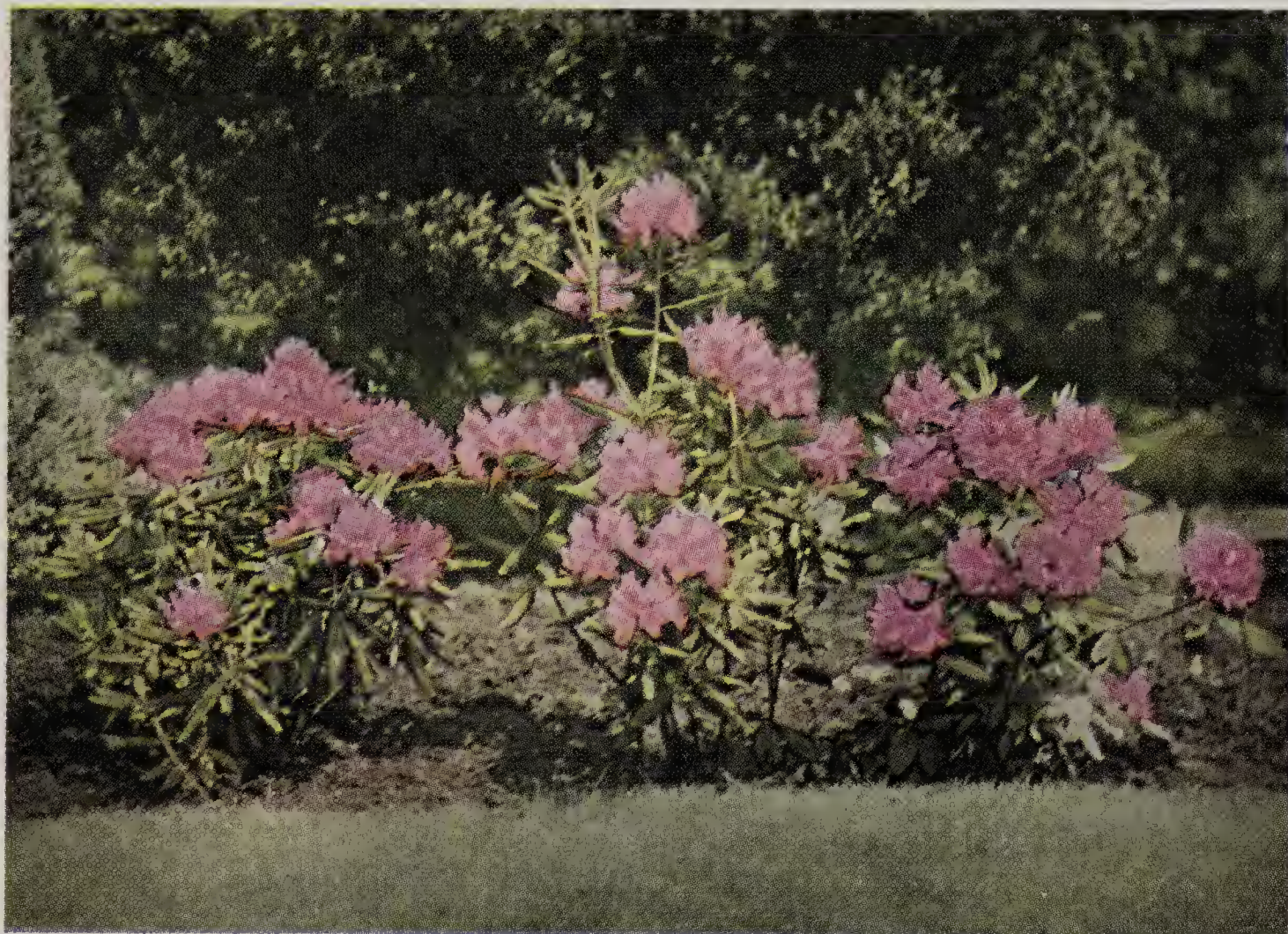
Prices of the above varieties. nursery-grown clumps:

	Each	10	100
12 to 15 inches high	\$2.00	\$18.00	\$162.00
15 to 18 inches high	2.50	22.50	202.50
18 to 24 inches high	3.00	27.00	243.00
2 to 2½ feet high	3.50	31.50	283.50

See page 21 for prices of larger sizes. Packing additional at cost.



This photograph of *Azalea calendulacea* shows the range of colors.



R. catawbiense. Description of this variety is given on page 7.



R. carolinianum. Description is given on page 8.

MOUNTAIN FETTERBUSH—LILY OF VALLEY SHRUB

(Pieris or Andromeda floribunda)

Pieris is destined to become one of the most popular native American shrubs. It fulfills everything one could wish for in a plant: Dark, evergreen foliage, compact habit of growth, excellent winter effects and early spring bloom. It has been rare in cultivation but we are now growing plants by the tens of thousands, and this year for the first time have been able to reduce the prices, due to our large production. It is dwarf in habit of growth and therefore excellent as a border or rock garden plant. White flowers, similar to the common lily-of-the-valley, are borne at end of branches during late April.

	Each	10	100
12 to 15 inches spread	\$2.25	\$20.25	\$182.25
15 to 18 inches spread	2.75	24.75	222.75
18 to 24 inches spread	3.75	33.75	303.75
2 to 2½ feet spread	5.00	45.00	405.00

See page 21 for prices of larger sizes. Packing additional at cost.



Photograph taken in December Shows the Striking Winter Effects of *Pieris floribunda*



A *Leiophyllum buxifolium* in Full Bloom

BOX SAND MYRTLE—*Leiophyllum buxifolium*

If you want a border or rock garden plant that will stay low, use *Leiophyllum*. The name is not so difficult to remember when you know its meaning. *Leiophyllum* means smooth leaf and *buxifolium* box like, or in other words, the leaf is smooth and somewhat like a boxwood leaf. During May delicate pinkish-white flowers are borne so abundantly that they almost hide the foliage.

These plants are measured by top spread and average 6 to 10 inches high.

	Each	10	100
6x10 inch top spread	\$1.75	\$15.75	\$141.75
10x15 inch top spread	2.50	22.50	202.50
15x20 inch top spread	3.50	31.50	283.50

See page 21 for prices of larger sizes. Packing additional at cost.

Were they better known the following two shrubs would be used to a far greater extent.



HIGH BUSH BLUEBERRY

(*Vaccinium corymbosum*)

Perhaps you think of Blueberries as being grown only for the fruits, but have you ever seen the fresh green foliage in the spring, or the scarlet leaves in the fall? The red bark of the new growth will give color to your garden even in winter. Edible fruits are borne the latter part of August.

Surely this is a year round plant.

	Each	10	100
12 to 15 in. . .	\$1.75	\$15.75	\$141.75
15 to 18 in. . .	2.00	18.00	162.00

	Each	10	100
18 to 24 in. . .	\$2.25	\$20.25	\$182.25
2 to 2½ ft. . .	2.50	22.50	202.50

DROOPING
LEUCOTHOE

(*Leucothoe catesbaei*)

This is an unusual plant. Leathery, green leaves which turn to a deep bronze with the approach of winter, revert again in the spring to green. White flowers appear in May along the drooping stems. Since it is a fast grower, sprays can be cut for inside winter decorations. It will add an unusual note to your planting.



	Each	10	100
12 to 15 in. . .	\$1.75	\$15.75	\$141.75
15 to 18 in. . .	2.00	18.00	162.00

	Each	10	100
18 to 24 in. . .	\$2.50	\$22.50	\$202.50
2 to 2½ ft. . .	3.25	29.25	263.25

See page 21 for prices of larger sizes. Packing additional at cost.

SPECIMEN PLANTS

We are able to supply exceptionally fine super-specimen plants in nearly all the varieties listed. Prices of these unusual sizes will gladly be given upon application.

Rhododendron maximum	to 14 feet in height
Rhododendron catawbiense	4 to 8 feet in height
Azalea arborescens	4 to 8 feet in height
Azalea calendulacea	4 to 8 feet in height
Azalea nudiflora	4 to 7 feet in height
Azalea rosea	4 to 8 feet in height
Azalea viscosa	4 to 8 feet in height
Vaccinium corymbosum	4 to 8 feet in height

These plants should be seen to fully realize their beauty and effectiveness.

Named Grafted Hybrid Rhododendrons	15 in. to 2½ feet
Seedling Hybrid Rhododendrons	18 in. to 3½ feet

The grafted and seedling Hybrid Rhododendrons are varieties which we have found to be hardy at Stroudsburg.

Those interested in general nursery stock will find in our nursery needled evergreens, shade trees and shrubs of the best quality. A complete list will be mailed upon request. A partial list follows:

Canada Hemlock	2 to 7 feet in height
Carolina Hemlock	2 to 7 feet in height
Chinese Columnar Juniper	2 to 7 feet in height
Colorado Spruce	2 to 7 feet in height
Concolor Fir	3 to 6 feet in height
Douglas Fir (Specimen)	3 to 7 feet in height
Greek Juniper	15 inches to 3½ feet
Mugho Pine (Specimen)	18 inches to 3 foot spread
Norway Spruce (Specimen)	3 to 6 feet in height
Pfitzer's Juniper	15 inches to 3 feet in height
Sourwood	2 to 7 feet in height
Sugar Maple	1½ to 3 inch caliper
Red Bud	4 to 8 feet in height
Taxus in variety	10 inches to 3 feet high
White Dogwood (Specimen)	4 to 9 feet in height

EXPLANATION OF PRICES AND QUALITIES

Prices of the smaller sizes have been given under the descriptions of each variety. On the following page we again list these and also quote prices of the larger sizes we have available. Prices are quoted F. O. B. Stroudsburg, Pa. and are given on the next page at the rate per plant as space does not permit us to quote the 10 and 100 rates.

Quantity Discounts: We allow a quantity discount of 10% from the prices given on the following page when 10 or more of one variety are purchased. For example the 18 to 24 inch *R. catawbiense* lists at \$4.00 each but if 10 or more are purchased the 10% quantity discount is given which makes the price \$3.60. When 100 or more of one variety are purchased we give a second discount of 10% on the 10 rate and therefore the price of the 18 to 24 inch *R. catawbiense* in lots of 100 or more becomes \$3.24 each.

Prices given throughout this catalog are for Standard Quality Nursery-Grown clumps. Our Standard Quality plants are the average run of the fields and have a spread equal to height. Frequent transplantings produce a fibrous root system which assures a good growth under ordinary conditions.

In comparing our prices with others kindly keep in mind that we are quoting on "clumps" and not seedlings of one or two stems. We can supply plants of the seedling type, which might be termed a No. 2 grade, at prices considerable less than quoted in this booklet, but it is often a question of whether it pays to purchase this thinner material.

Specimen Quality: As we are growing these plants by the hundreds of thousands it is only natural that some plants will be produced which are



The Path and Cascades in the "Glen," only a few steps from our office.

superior to the average run. These are termed Specimen and Super-Specimen quality. Specimen plants have a spread greater than height, are heavier stemmed than Standard quality and more perfect in shape. You would do well to consider this grade if your requirements call for the unusual. Specimen plants are priced 50 to 100 per cent. higher than Standard quality.

PRICE LIST FOR 1933

DISREGARD ALL OTHER PRICES IN CATALOG

Prices quoted are net each

Deduct 10% discount for lots of 10 to 50 of one variety

Deduct 20% discount for lots of 50 or more of one variety

Packing is charged for additional for all less-carload freight, express, or parcel post shipments, and transportation charges are to be paid by the customer.

EVERGREEN

VARIETIES			12-15 Ins.	15-18 Ins.	18-24 Ins.	2-2½ feet	2½-3 feet	3-3½ feet	3½-4 feet	4-5 feet	5-6 feet
<i>*Rhododendron maximum</i>											
White, Light-pink	July		\$1.75	\$2.00	\$2.50	\$3.00	\$3.50	\$4.25	\$5.25	\$6.50	\$8.00
<i>R. catawbiense</i>											
Soft, orchid-pink	Late May		2.25	2.50	3.00	4.00	5.25	6.50	8.00		
<i>R. carolinianum</i>											
Light rose, pink	Early May		2.25	2.50	3.00	4.00	5.25	6.50	8.00	11.00	
<i>R. carolinianum album</i>											
White, blush-pink	Early May		1.75	2.00	2.50	3.00	3.50	4.25	5.50		
<i>R. minus</i> (true Punctatum)											
Deep pink	Early July		2.25	2.50	3.00	4.00	5.25	6.50			
<i>Kalmia latifolia</i>											
White, pink	May		1.50	1.75	2.00	2.75	3.75				
<i>K. angustifolia</i>											
Deep pink	May		1.25	1.75	2.00						
<i>Leucothoe catesbaei</i>											
White	Early May			1.50	1.75	2.25					
<i>Pieris floribunda</i>											
White	Late April		1.50	2.00	2.50	3.25					
<i>Leiophyllum buxifolium</i>											
White, pink	May		6 to 10 inches high—6 by 10 inch top spread, \$1.50; 10 by 15 inch top spread, \$2.00; 15 by 20 inch top spread, \$2.50.								

* *Rhododendron maximum*, 6 to 7 ft., \$12.00; 7 to 8 ft., \$16.00; 8 to 9 ft., \$22.50
9 to 10 ft., \$32.00; 10 to 12 ft., \$50.00; 12 to 14 ft., \$65.00

DECIDUOUS

VARIETIES			12-15 Ins.	15-18 Ins.	18-24 Ins.	2-2½ feet	2½-3 feet	3-3½ feet	3½-4 feet	4-5 feet	5-6 feet
<i>Azalea arborescens</i>											
White	June		\$1.75	\$2.00	\$2.50	\$3.25	\$4.00	\$4.75	\$6.00	\$7.00	\$8.50
<i>A. calendulacea</i>											
Brick-red, orange	Late May		1.75	2.00	2.50	3.25	4.00	4.75	6.00	7.00	8.50
<i>A. vaseyi</i>											
Delicate pink	May		2.50	3.00	3.50	4.25	5.00				
<i>A. nudiflora</i>											
White, pink	Early May		1.50	1.75	2.25	2.75	3.75	4.50	5.50	6.50	7.50
<i>A. rosea</i>											
Deep pink	Late May		1.50	1.75	2.25	2.75	3.75	4.50	5.50	6.50	7.50
<i>A. viscosa</i>											
White, light-pink	July		1.50	1.75	2.25	2.75	3.75	4.50	5.50	6.50	7.50
<i>A. canadensis</i>											
Purplish rose	Late April			1.75	2.00						
<i>Vaccinium corymbosum</i>											
White	May			1.75	2.00	2.25	2.50	3.00	4.00	5.00	6.00

DIRECTIONS FOR PLANTING AND CARE

It is easy to grow native Rhododendrons, Kalmias and Azaleas. The two main essentials are an acid soil and a good drainage. The following directions will cover any problems the layman is likely to have, and additional information regarding care is supplied with each order.

When the plants are received unpack and water them. They may be tender from the several days confinement so do not expose them at once to the full sun and wind as this may cause burning.

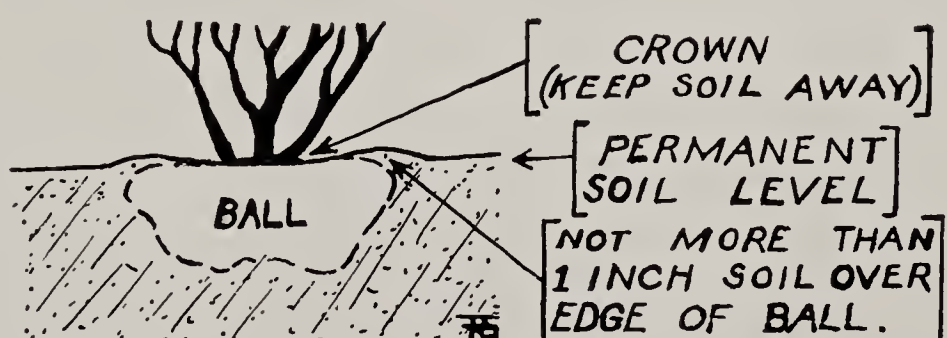
DRAINAGE: Acid, porous soil with good drainage is essential. Water must not be allowed to stagnate around the roots and make the ground sour. Never allow the roots of your Rhododendrons to become dry and remember that it is just as necessary to water in the fall as at any other time, so the plants can store up the required energy to carry them through the winter. Do not hill around the plants but leave a basin so the water will reach the roots. If your soil is composed of clay, or some like material which does not drain well, break it up by mixing with it sand, small pebbles, old hardwood sawdust or peat moss.

Do not plant so near buildings that rainfall cannot reach the plants, nor too close to soft maples or other trees whose roots come near the surface absorbing the moisture. Avoid manure unless very well rotted.

MULCH: Mulch is a term applied to the covering placed over the top of the ground to keep it from drying out during the summer. In the winter it prevents freezing and thawing. This mulch may be dead leaves, old hardwood sawdust, peat moss or some other vegetable material. Oats, rye, wheat and buckwheat straw can be used if necessary.

If you object to using leaves as a mulch on account of the untidy appearance, and your ground surface is flat, peat moss or old hardwood sawdust will be ideal. Do not use stable manure or fresh mown grass. It is important to keep plenty of mulch on the entire year. If it packs and prevents the passing of air to the soil it should be shaken up. Weeds must be pulled by hand, as a hoe may cut the roots of the plants which grow near the surface and into the mulch.

PLANTING DEPTH: Plant to the same depth as ball of earth shows. See illustration. Be careful not to plant deep for these plants are surface feeders. Press soil firmly but do not pack and press too hard or the fibrous roots may be torn from the main stems. Avoid "air-pockets" under the plants.



SOIL: An expensive soil mixture is not required, but it is absolutely necessary to provide an acid soil and without it you will not have proper results. This does not mean that you need do without Rhododendrons if you have a limestone soil for it is not difficult to make it acid. Lime in the soil may be from unsuspected causes, as sometimes garden soil may become impregnated by plaster from building operations, by irrigating with hard water or from numerous other causes.

Old hardwood sawdust, peat moss or decayed oak leaves will help make an acid soil. The use of Aluminum Sulphate is one of the simplest and most inexpensive methods of acidifying soil. The quantity to be used depends upon soil conditions, but as a general rule 1 to 2 pounds per square yard, sprinkled evenly over the surface of the ground, will be sufficient.

We can supply Aluminum Sulphate at 5 cents per pound in quantities from 5 to 100 pounds, f. o. b., Stroudsburg, Pa. Prices of larger quantities upon application.

We will gladly test your soil for acidity, without charge or obligation to you, upon receipt of a 2 ounce sample.

As a general rule do not plant *Rhododendron maximum* in strong sun and wind, as they thrive best in partial shade and seclusion. You may plant *R. catawbiense* in full sunlight although it too will welcome some shade. The other varieties of Rhododendrons and also Leucothoe, Pieris and Kalmia will grow in sun or shade, but the native Azaleas and High Bush Blueberries should be given plenty of sun.

PRUNING: Pinch off the flower clusters as they wither to conserve the plant strength and to prevent the development of useless seed pods. This energy will thus be diverted into the forming of bloom buds for the following year. We do not advise pruning of *R. maximum* or *R. catawbiense*, but it can be done if understood. Local conditions would govern such pruning.



In severe cold or in drought, the Rhododendron leaves curl lengthwise and droop, hanging perpendicularly, thereby reducing the exposure to sun and wind, lessening transpiration; it is their "safety first" device.

COLLECTING

Plants shipped direct from their native habitat are sold as collected plants. We have been engaged in the collecting of native Rhododendrons, Azaleas and Kalmias for the past 29 years, and our four nurseries are the outgrowth of our activities as collectors.

Collected plants are now chiefly used for naturalistic effects usually attained by massing or grouping. They are recommended for extensive developments but not for foundation plantings or the more formal effects. *Rhododendron maximum* and *Kalmia latifolia* as collected plants are more apt to prove satisfactory than any of the other varieties, due to the fact that they tend naturally to grow compact. The other varieties run to legginess and also suffer more from the transplantings.

During the early days of our collecting work we secured our collected plants in the mountains of Pennsylvania and New York but the necessity for virgin fields took us to the Virginias and North Carolina where our shipments now originate. Collected plants are sold in carload lots only and annually we make extensive shipments to a desirable patronage among leading ornamental nurseries, landscape architects, private estate owners, parks and cemeteries.

Pamphlet giving prices and information on collected plants will be mailed on request.



Rhododendron maximum in bloom

OUR BRANCH NURSERIES

NORTH CAROLINA: Due to the unexcelled growing conditions of the section we established a branch nursery on Route 181 at Jonas Ridge, Burke County, North Carolina. This section is in the beautiful Blue Ridge Mountain country and the elevation is in excess of 4,000 feet, which means hardiness for the plants anywhere in our northern states. This nursery is now five years old and has plantings as extensive as the parent nursery.

WEST VIRGINIA: LaBars' Rhododendron Nursery of West Virginia, located at White Sulphur Springs, is a more recent development but the plantings are now taking form. The nursery is located on Alvon Road, several miles from the heart of the town, but a display grounds and office are located on the Midland Trail nearly opposite the famous Greenbrier Hotel. Visitors to this noted old resort are invited to visit the display grounds and nursery.

MARYLAND: In conjunction with the Andorra Nurseries of Philadelphia and the Towson Nurseries of Towson, Maryland, we are interested in the Old English Boxwood Company. The nursery is located at Cockeysville, Maryland, along the York Road out of Baltimore, and already a large accumulation of Old English Boxwood has been assembled there. This collection represents plants of all sizes and shapes, and affords the buyer an opportunity to select personally a transplanted perfected product of this veritable antique among plants. The administrative offices are at Towson Nurseries and if you are interested in Boxwood it will pay you to write the Old English Boxwood Co., c/o Towson Nurseries, Towson, Maryland.

NEW JERSEY: Along the Delaware River, in Walpack Township, Sussex County, we have another production unit, which, however functions solely as a feeder for our Stroudsburg nursery.



A successful planting of LaBars' Nursery-grown Rhododendrons at Syracuse, N. Y.
Aluminum Sulphate was used to acidify the lime soil.



DELAWARE WATER GAP, PENNSYLVANIA
10 Minutes Drive from Our Nursery.

HOW TO REACH OUR NURSERY

Stroudsburg is located in the center of the Pocono Mountain and Delaware Water Gap resort section. It is 42 miles from Scranton by motor, 80 miles from Philadelphia and approximately the same distance from New York City. By rail it is a two hour ride from New York City over the Delaware Lackawanna and Western Railroad and three and one-half hours from Philadelphia by the Pennsylvania Railroad.

The nursery itself is but a two minute drive from the center of the business section in Stroudsburg. The townspeople, who regard the nursery more as a park and showplace than a commercial enterprise, are always willing to direct visitors to the entrance of the grounds.

Since so many of our visitors have requested us to notify them the dates when the bloom is at its height, we have started a "flower list" and should you desire we will gladly add your name, so we may notify you when the different varieties are in bloom.

We hope you will be among our visitors next spring. A cordial welcome awaits you.

W. K. LA BAR
F. S. LA BAR
R. HARMON
W. H. DREHER

LA BARS' RHODODENDRON NURSERY,
Stroudsburg, Penna.

TO HELP YOU ORDER

SHIPPING SEASON: The frost is usually not out of the ground to permit of shipping prior to April 1st and some seasons even later. Shipments continue until late June. Fall shipments start about August 20th and continue until the latter part of November.

SHIPPING METHODS: Shipments can be made by express, or freight. Frequently it is advantageous to ship by freight on account of the weight of the plants. Unless you specify how you wish your order to go we will use our best judgment.

CLAIMS: After receiving the forwarding receipt from the transportation company, ownership passes to the purchaser, and goods travel at his risk. Claims for loss, damage or delay occurring in transit should be made against the carrying company and not against us. In event of such trouble, you should insist that the delivery agent state in writing on your paid transportation receipt the condition of the shipment and you should file a claim with the proper officer. If you will mail a copy of the claim to us at the same time we will assist in obtaining an early settlement, as we have a moral responsibility which we have no wish to avoid.

COMPLAINTS: We will not regard claims for shortage or any kind of complaint, unless immediately notified on receipt of goods, affording us the opportunity to at once investigate.

TERMS: Cash with order, except to those who establish their credit, when 30 days net accounts will be opened. Overdue accounts are subject to 6 per cent. interest. As it requires some time to look up credit references rush orders from new customers should be accompanied by check or money order. All prices given in this catalog are F. O. B. Stroudsburg, Pa.

GUARANTEE: Having no control over subsequent care we do not give a guarantee on the life of the stock, and we will not replace free of charge. We do warrant all goods to be true to name, full count, large and healthy and in good condition when shipped.

LaBars'
Rhododendron Nursery
STROUDSBURG, PA.



EASTERN NURSERYMEN'S ASSOCIATION
PENNSYLVANIA ASSOCIATION OF NURSERYMEN
NATIONAL HOME PLANTING BUREAU